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13. Abstract <p>The use of fare integration as a means to increase the use of the Commuter Choice program, to provide seamless travel between different transportation providers, and to simplify the process for employers to participate in the Commuter Choice program through efficient use of fare media technology, is presented in this report. The Commuter Choice program provides transportation fringe benefits that employers may elect to offer their employees. Fare integration is the process of combining two or more transit systems, either administratively, technically, or otherwise.</p> <p>There are various fare media technology options that can facilitate the fare integration process. The wide range of available technologies, if implemented within the proper operational environment, may provide several choices to transit agencies to develop an integrated fare system.</p> <p>Through the use of interviews with transit agencies both in Michigan and out-of-state, as well as a comprehensive literature review, information was gathered and analyzed. Presented in this report are current fare media technologies along with pertinent issues dealing with institutional, legal and financial problems. A cost analysis for comparing a new integrated fare system with upgrading an existing system is presented. Commuter Choice barriers are also examined and possible solutions provided.</p> <p>The report presents a set of guidelines on fare integration and a set of conclusions that summarize findings of the fare media technologies for their use in fare integration as a means for implementing the Commuter Choice program.</p>		
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